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1. (Amended) A method of disseminating information concerning a product, both of which are to be perceived by a consumer, said method comprising: [steps of:]

creating a database containing said information;

selecting a site at a [predetermined] distance from said product, said [predetermined] distance being based on the duration of short term memory;

transmitting said information to said site, said site remotely disposed with respect to said database; and

providing a perceivable stimulus, from said information, to said consumer, [upon said consumer being positioned proximate to said product, with] said perceivable stimulus being associated with said product;

wherein an interactive consumer stimulus initiated by the consumer includes said perceivable stimulus, [is maintained in a short term memory of said consumer upon encountering said product.]

2. (Amended) The method as recited in claim 1 wherein [said] providing [step] is repeated multiple times and further including [a step of] quantifying [said] multiple times, thereby defining statistical data.

3. (Amended) The method as recited in claim 1 wherein [said] transmitting [step] includes forming, from a subportion of said information, a distribution database having content data, with said content data being defined by said perceivable stimulus.

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4. (Amended) The method as recited in claim 1 wherein said perceivable stimulus is dependent upon [predetermined] criteria of [said] an ambient proximate to said product.

5. (Amended) The method as recited in claim 1 wherein said perceivable stimulus is selected from the set consisting of auditory, visual, olfactory and tactile.

6. (Amended) The method as recited in claim 2 further including [a step of] conveying said statistical data to said database.

7. (Amended) The method as recited in claim 3 wherein said distribution database includes a distribution file and further including [a step of] compressing said distribution file and distributing said distribution file to said site via satellite.

9. (Amended) The method as recited in claim 1 wherein said information concerns a plurality of differing products and [said] transmitting [step] includes transmitting said information to a plurality of sites remotely disposed with respect to said database, with a subset of said sites corresponding to at least one of said plurality of differing products, with each of said sites of said subset providing a perceivable stimulus associated with the at least one of said plurality of differing products [product corresponding thereto] and distance between said sites of said subset being established to minimize displacement of the perceivable stimulus associated with the at least one of said plurality of differing products from the at least one of said plurality of differing products. [each of said subset of sites.]

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10. (Amended) A method of disseminating information concerning multiple products, [with said products and said information to be perceived by a consumer,] said method comprising: [steps of:]

creating a database containing said information;

selecting a plurality of sites;

[separating a first of said sites from a first of said products by a predetermined distance; based on the duration of short term memory;]

transmitting said information to said plurality of sites, said plurality of sites remotely disposed with respect to said database, with [a] subsets of said plurality of sites corresponding to differing products, including transmitting information corresponding to [said] a first of said multiple products to [said first] one of said plurality of sites; and

providing a perceivable stimulus, from said information corresponding to said first of said products, to a consumer positioned proximate to said one of said plurality of sites, with said perceivable stimulus being associated with [one of] said first of said multiple products;

wherein [stimulus corresponding to said first product is maintained in a short term memory of said consumer upon moving from said first site to said product.] an interactive consumer stimulus initiated by the consumer includes said perceivable stimulus.

11. (Amended) The method as recited in claim 10 wherein said providing step is repeated multiple times and further including [a step of] quantifying said multiple times, thereby defining statistical data.

11. 12. (Amended) The method as recited in claim 10 wherein [said] creating [step] further includes [steps of] accumulating content associated with a subgroup of said multiple products and associating said content with [predetermined] parameters, said parameters including group definitions and date ranges.

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13. (Amended) The method as recited in claim 12 wherein [said] transmitting [step] includes forming a distribution database having a plurality of records, said plurality of records including a subportion of said content and corresponding to a server address, with a subpart of said plurality of sites being associated with said server address.

14. (Amended) The method as recited in claim 13 wherein [said] transmitting [step] further includes [steps of] creating from a subset of said plurality of records, a distribution file and compressing said distribution file and distributing said distribution file to said site via satellite.

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16. (Amended) A computer program product comprising:  
computer code for creating a database [of information] concerning multiple products;  
computer code for transmitting [said] information to a plurality of sites remotely disposed with respect to said database, with [a] subsets of said plurality of sites corresponding to differing products, including code for selecting a first of said sites and for transmitting information corresponding to a first of said products thereto; [, said first site being separated from said first

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product by a predetermined distance based on the duration of short term memory;] and  
computer code for providing a perceivable stimulus, from said information corresponding  
to said first of said products, to a consumer positioned proximate to one of said plurality of sites,  
wherein an interactive consumer stimulus initiated by the consumer includes [with] said  
perceivable stimulus, [being associated with one of said multiple products.]

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17. The computer program product of claim 16 wherein said perceivable stimulus is repeated multiple times and further including computer code for quantifying said multiple times, defining statistical data.

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18. (Amended) The computer program product of claim 16 further including computer code for accumulating content associated with a subgroup of said multiple products and computer code for associating said content with [predetermined] parameters, said parameters including group definitions and date ranges.

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19. The computer program product of claim 18 wherein said computer code for transmitting further includes computer code for forming a distribution database having a plurality of records, said records including a subportion of said content and corresponding to a server address, with a subpart of said plurality of sites being associated with said server address.

20. The computer program product of claim 19 wherein said computer code for transmitting further includes computer code for creating from a subset of said plurality of records, a

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distribution file, computer code for compressing said distribution file and computer code for distributing said distribution file to said site via satellite.

Please add the following new claims:

--21. The method as recited in ~~claim 1~~ wherein said site is disposed a distance from said product to maximize association of said stimulus with said product.

22. The method as recited in ~~claim 14~~ wherein said site is disposed a distance from said product to maximize association of said stimulus with said product.

~~23.~~ <sup>8</sup> The method as recited in claim 1 wherein said interactive consumer stimulus is initiated by a consumer scanning a UPC code on said product.

<sup>14</sup> ~~24.~~ <sup>13</sup> The method as recited in claim ~~14~~ wherein said interactive consumer stimulus is initiated by a consumer scanning a UPC code on said product.

25. The computer program product as recited in ~~claim 16~~ wherein said interactive consumer stimulus is initiated by a consumer scanning a UPC code on said product.

<sup>15</sup> ~~26.~~ <sup>9</sup> The method as recited in claim ~~10~~ wherein said perceivable stimulus is dependent upon criteria of an ambient proximate to said product.